

BID FW THE RAY



G.N. KURUC, JR. Senior Chain Accounts Manager

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August 24, 1993

To: All Divisions/Districts with Pathmark Supermarkets Stores

RE: Pathmark Supermarkets (0522-00-00)

Dear Managers:

Attached is a revised and updated planogram for the three merchandisers currently on location in Pathmark Supermarkets:

- > "Walkaround" or "Wraparound" ECD
- > Lane Blocker
- > MONARCH Modular Floor Display

Please have your peole change over displays to conform with these planograms as soon as practicable.

Thank you for your assistance with this request.

Best Regards,

OVICK G. N. Kuruc, Jr.

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M-2

cc: Applicable RSM's

"We work for smokers."

PATHMARK with ECD only.

ECD Top View Doral Optional Brand **Brand** Left Family Side **Primary** Monarch **Brand** Work **Family** Plan **Brand Winston Select** (ECD Front)

Right Side

PATHMARK with ECD and Lane Blocker

Doral Brand Brand Family

Monarch Brand Work Family Plan Brand Winston Select

"ECD Front"

Monarch Packs

Monarch Cartons

Competitive Area

PATHMARK with ECD / LB and Monarch Floor

Doral Optional Brand Brand Family

Monarch Brand Work Plan Brand Winston Select

(ECD Front)

Winston Select
(B1G1F then \$.20)

Doral or Flighted premiums/promotions

Competitive Area

Monarch
Packs

Monarch
cartons

Monarch
cartons

Monarch
cartons

(Front View) Monarch

Floor